

1926

Tampa theatre opening souvenir, October 15, 1926

Unknown

Follow this and additional works at: https://digitalcommons.usf.edu/regional_ebooks

Recommended Citation

Unknown, "Tampa theatre opening souvenir, October 15, 1926" (1926). *City, County, and Regional Histories E-Book Collection*. 25.

https://digitalcommons.usf.edu/regional_ebooks/25

This Text is brought to you for free and open access by the Floridiana - General at Digital Commons @ University of South Florida. It has been accepted for inclusion in City, County, and Regional Histories E-Book Collection by an authorized administrator of Digital Commons @ University of South Florida. For more information, please contact scholarcommons@usf.edu.

Tampa Theatre

Opening
Souvenir

October 15
1926





Sep/CO11

Pamphlet

University of NA
6835
T2
T265
South Florida 1926
Library





TAMPA
THEATRE
"Entertainment
Supreme"



VENUS DE MEDICI

This statue is the work of Kleomenes, one of the masters developed by the magnificent patronage of the various members of the de Medici family. This family was the ruling power in Italy and Europe during the great period of the Renaissance, which their magnificence made possible. The statue is considered one of the most pleasing pieces of sculpture carved in this period.



Foreword—

Like Tampa itself, the Tampa Theatre is destined to occupy a place of conspicuous importance in the development of Florida. The spirit of its conception, its architecture, its influence, will be the inspiration of many thousands. The need is here. The people are here.

We visioned Tampa as the leading metropolis of Florida. We visioned the Tampa Theatre as the leading theatre in size and magnificence of house, and in character of entertainment. Today we have one of the finest theatres in this entire territory. It is finest in architecture, finest in finish, finest in equipment, finest in everything.

Our great wish is to make you love this theatre and to look to it for that which is best in musical performance and motion pictures.

VENUS DE MILO

Venus was the Roman goddess of Spring and later, about 217 B. C., of Love. This statue is probably the best known of all the ancient works of art. The sculpture is attributed to Agesander who lived during the fifth century.





Tampa Theatre, TAMPA, FLORIDA



The TAMPA Service—



HEBE

Goddess of Youth; daughter of Zeus and Heva; was cup bearer to the gods. This statue is the work of Thorwaldsen and the original is in the Thorwaldsen Museum at Copenhagen, Denmark.



Tampa Theatre, TAMPA, FLORIDA



Serving the entertainment needs of Tampa's ever multiplying population is a tremendous obligation but to the Tampa staff it will be a wonderful obligation as well. Every one of the many who compose our organization will devote every waking hour to the creation of entertainment for you—delighting your eyes and ears, charming your minds, chasing away the gloom and filling your hearts with laughter. Can you imagine a more pleasant Service?

But, the Tampa Service will not stop with that. Carefully trained ushers and all other attendants who strive for your comfort will render a Service equally as outstanding.

HERMES

Greek divinity; son of Zeus and Maia; god of eloquence, cunning, fraud and theft; of roads and commerce; patron of gymnastic games; inventor of the lyre, alphabet, music and measures.





Tampa Theatre, TAMPA, FLORIDA



The TAMPA Policy—



THE CANOVA HEBE

Another beautiful conception of this beloved goddess. Hebe was married to Hercules after his deification.



Tampa Theatre, TAMPA, FLORIDA



In determining the Tampa's entertainment policy every conceivable condition and advantage has been anticipated. For instance, the time of performance has been arranged for the convenience of the majority. The performances themselves will have universal appeal to all ages. Appropriate musical presentation will establish new standards of excellence.

The future of the Tampa is as bright as that of Tampa, itself. It is full of promise for even better performances—greater conveniences and comforts for you. It will always be emblematic of great shows for little money. It will always be a theatre which will give the best performance, the best pictures and the best music for an admission price that the whole human family can afford.

A FAUN

Fauns were disciples of Faunus, grandson of Saturn; protector of agriculture and of shepherds; also giver of oracles. Fauns are represented as horned creatures, half shepherd and half goat.





Tampa Theatre, TAMPA, FLORIDA



The TAMPA Entertainment-



ST. GEORGE

BY DONATELLO

The original in the Bargallo, Florence. St. George was the patron of England; said to have been a noble in Cappadocia and a martyr; he is venerated in Eastern and Latin churches and even by the Mohammedans is regarded with great reverence. He is credited with rescuing a king's daughter from a dragon.



Tampa Theatre, TAMPA, FLORIDA

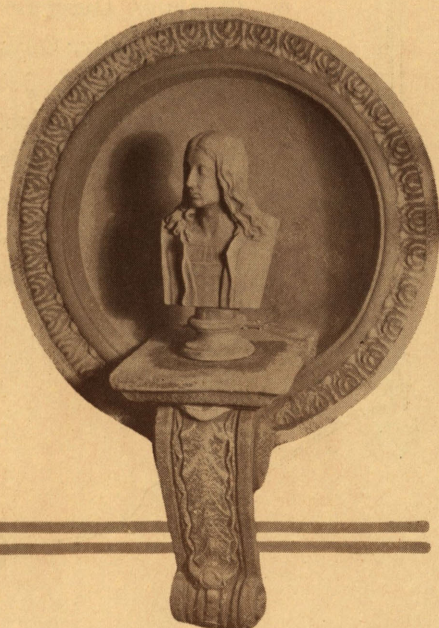


The pictures and musical presentations scheduled for the Tampa in the immediate future are out of the ordinary and contain unusual beauty and entertainment value. Never before in the history of motion pictures have so many really fine picture productions been available and the cream of these have been secured for the Tampa Theatre.

You will enjoy these Tampa pictures more than any others because of the extraordinary care taken in the selection of music to fit the spirit, the action and the varying emotions portrayed. No matter what your preference may be, if you are a lover of grand or comic opera, if you prefer symphony music or musical comedy, if you enjoy popular ballads or syncopation—you will always find most of the things you like, on the Tampa Program, and almost invariably all the things you like.

RAPHAEL

Italian painter, active in Perugia, Florence, afterwards in Rome. His greatest works are his wall paintings in the Vatican and are distinguished by a symmetry of balance and arrangement which stands quite alone among his contemporaries.





Tampa Theatre

OPENING



1. "The Star Spangled Banner"
2. Invocation - - - - - Rev. Willis G. Clark
3. Address - - - - - Governor John W. Martin
4. Address - - - - - Mayor John T. Alsop
5. Address - - - - - Mayor Perry G. Wall
6. Overture, Overture Solennelle "1812" by P. Tschaikowsky, Opus 49. Tampa Theatre Symphony Orchestra, John Ingram, Conducting.
7. Pathe News—Selected Pictorial News of the World Synchronized to Special Music
8. Organ Solo - - - - - "I'm Betting On You"
Edward J. Weaver at the Wonder Wurlitzer
9. "Typical Tropical Skies" - - A Bruce Scenic
10. Lyric Soprano - - - - - Leonora Cori



PROGRAM

Tampa, Florida



11. Adolph Zukor and Jesse L. Lasky

present

ADOLPH MENJOU

in

"THE ACE OF CADS"

A Paramount Picture

CAST

Chappel Maturin - - - - - Adolphe Menjou

Eleanor - - - - - Alice Joyce

Sir Guy de Gramercy - - - - - Norman Trevor

Basil de Gramercy - - - - - Philip Strange

Joan - - - - - Suzanne Fleming

12. Comedy—Johnny Dooley in "The Briny Boob"





Tampa Theatre, TAMPA, FLORIDA



The TAMPA Pictures—



COLUMBUS

BY LORADO TAFT

On the Columbus Fountain, Washington, D. C. It is fitting that Columbus, who, thru the bounty of the Spanish Queen Isabella was able to complete his quest of America, should be given a niche of honor in a Spanish theatre on Floridan shores.



Tampa Theatre, TAMPA, FLORIDA



The pictures to be shown at the Tampa will be the finest obtainable, such as Paramount and others. They will be selected by an organization of experts and flashed upon the Tampa screen through the very latest type of high-intensity projectors under the personal supervision of recognized engineers.

Here are the names of some of the stars, whose latest achievements will win Tampa's applause at the Tampa.

Gloria Swanson
Richard Dix
Adolphe Menjou
Jack Holt
Florence Vidor
W. C. Fields
Lon Chaney
Jack Gilbert
Eric Von Stroheim
Lawrence Gray
Wallace Beery
Eddie Cantor
Thomas Meighan
Bebe Daniels
Betty Bronson
Lois Wilson
Esther Ralston
Ford Sterling

Neil Hamilton
Ronald Colman
Lillian Gish
Dorothy Gish
Buster Keaton
Gilda Gray
Pola Negri
Raymond Griffith
Douglas MacLean
Ricordo Cortez
Alice Joyce
Arlette Marchal
Harold Lloyd
Mary Pickford
Douglas Fairbanks
Norma Shearer
Mae Murray
Noah Beery

DIANA

BY GABII

Original in the Louvre, Paris. Diana was the Roman diety, identified with the Greek Artemis; goddess of the moon; twin sister of Apollo; was transformed into a virgin goddess of Hunting.



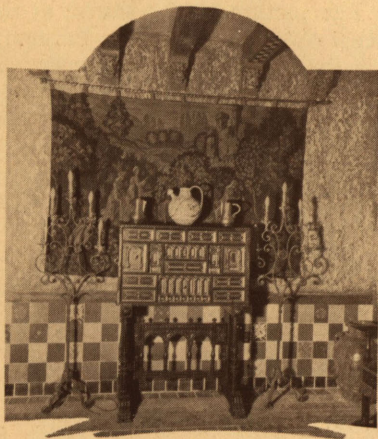


Tampa Theatre, TAMPA, FLORIDA



The Tampa Theatre, that wonderful achievement of theatre architecture, was designed by Architect John Eberson, and constructed by G. A. Miller and Company of Tampa. It is the best example of a series of what might be termed, Atmospheric Theatres.

The Atmospheric Theatre represents a new thought and a new idea in theatre design. The audience enjoys the illusion of an outdoor atmosphere surrounded by picturesque facades of old world palaces, colonnades of graceful arches, romantic balconies, the towers of ancient castles, and the mystical beauty of an old Spanish Cathedral win-



FIRST FLOOR FOYER



Tampa Theatre, TAMPA, FLORIDA

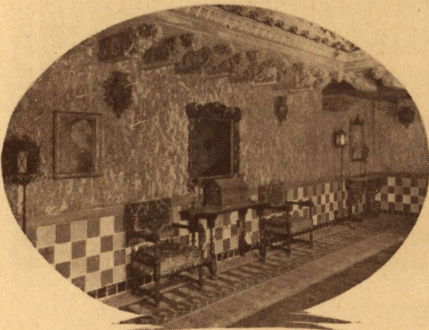


ENTRANCE TO MEZZANINE FOYER

dow. Over all is the deep blue of the Mediterranean sky with the occasional twinkle of a far off star, and the restful tranquility of fleecy clouds slowly drifting by. Beautiful white pigeons, and gayly colored parrots are perched here and there. A proud peacock surveys the audience from a high balcony. Garlands of flowers, clambering vines and masses of colorful tropical foliage combine to make the illusion complete. It is alive, and the audience itself is part of the alluring picture. The masses might not know Art, but they feel it. The psychological effect of color is conceded by science.

The coloring of the various architectural details properly blended and contrasted, the charming richness of tints softened by antiquity, is a stupendous undertaking in itself, but this has been ably accomplished by an organization especially trained and experienced in this character of decoration.

The Tampa Theatre is a splendid example of that delightful Mediterranean type so approp-





Tampa Theatre, TAMPA, FLORIDA



LADIES PARLOR

riate climatically and historically in Florida.

All of the best in art and architecture from the various countries bordering on this sea of famed blue is combined in harmonious assembly. As is logical for Florida the Spanish type predominates, which in itself is enriched by the influence of her erstwhile conquerors, the Moors. This is noted especially in the tile work, ancient iron grill work, lighting fixtures, and an occasional oriental bizarreness of coloring.

Throughout, the beautiful entrance lobbies, the great patio lobby, foyer, mezzanine passages, lounge and rest rooms, are furnished with wonderful examples of appropriate furniture in wrought iron, wood and old leather, Venetian lantern top torcheres, old Spanish and Italian pottery, terra cotta jars, old brass and copper jugs, reproductions of old paintings, mirrors, banners, drapes and hangings richly embroidered and fine old tapestries, copies of the priceless Cluny weavings of old France.



MEZZANINE FOYER



Tampa Theatre, TAMPA, FLORIDA



DETAIL OF THE ORGAN LOFTS

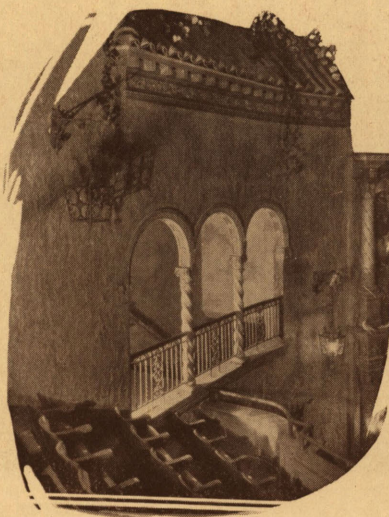
Some of these furnishings are genuine antiques, notably an ancient Vargueno located in the grand lobby.

The glory of an ancient Greece and Rome, and the more modern magnificence of Italian Renaissance, all contribute their share to the grand ensemble.

The great procenium arch recalls the monumental splendor of the old Roman Triumphal Arch, though definitely Spanish in detail.

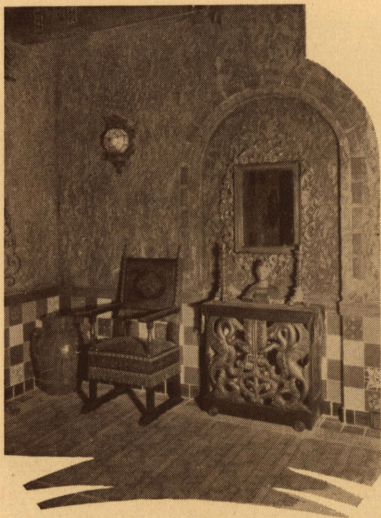
The various niches around the procenium, illuminated as if with mystic altar fires, or silhouetted against the blue moonlit sky, provide a wonderful setting for various gems of the sculptors' art.

No greater works have ever been accomplished in the world of





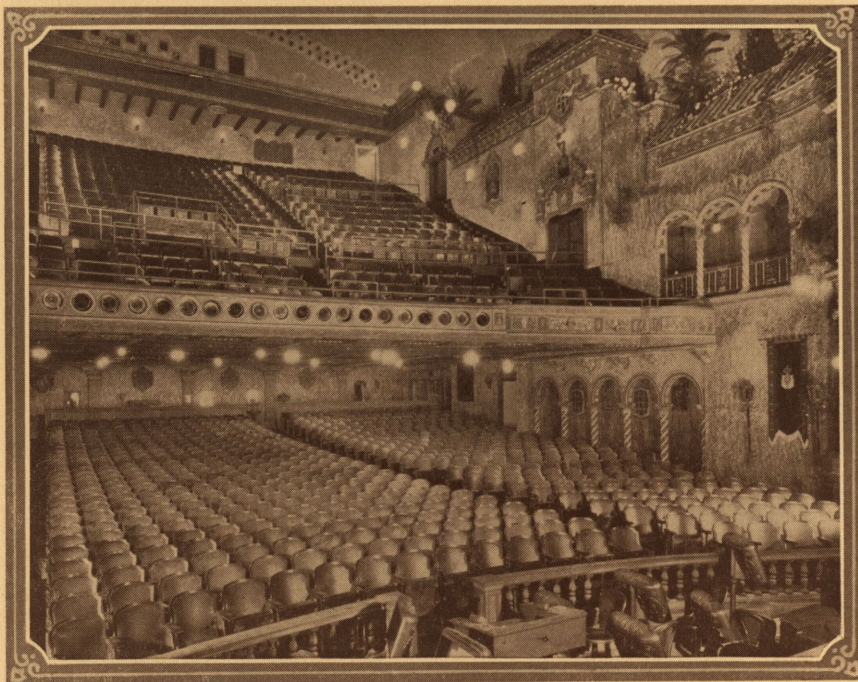
Tampa Theatre, TAMPA, FLORIDA



sculpture than those of the ancient Greeks who have given us their gods and goddesses of Mythology in everlasting marble.

Faithful copies of these ancient master pieces together with the more recent work of the great master Michel Angelo, his predecessor Donatello, and many others. These treasures thus placed might well recall the period of the Spanish conquest and adventure and represents trophies that were brought back from far lands.

The educational and cultural value of these art treasures so beautifully enthroned in this grand architectural setting cannot be easily measured. Art, Mythology and History are collaborated in this modern Motion Picture Palace.



SECTION OF THE AUDITORIUM



Tampa Theatre, TAMPA, FLORIDA



Artificial rain—It sounds like a fake, doesn't it? But there is no fake about the Air Cooling and Dehumidifying System installed in the new Tampa Theatre. The principle upon which it operates is very similar to nature's. The air, after being cooled by refrigeration is filled to the point of saturation with moisture; then, of course, the moisture falls and leaves only the gasses. These gasses are then remixed with air until the ideal temperature and humidity are secured. Then the air is gently forced out of the vents near the roof and as it is cooler than that already in the building it gradually sinks down to the floor where it is drawn out from under the seats. This not only keeps new and fresh air in constant circulation but removes all foul air and odors instantly.

This wonderful system is entirely automatic and maintains an exact temperature and humidity whether the house is empty or completely filled and under any conditions that are outside. On the hottest day in summer you can be assured of complete comfort. It is only one of the many devices for your comfort and convenience. It is in keeping with the policy of the management that nothing mitigate against your complete enjoyment of the performance.

The busts and statues not shown in this booklet are:

Guiliano de Medici

Lorenza de Medici

portrait statues, the work of the great master Michael Angelo, whose unparalleled record as sculptor, artist, architect and painter of monumental frescos, was greatly helped by the magnificent patronage of the various members of the de Medici family.

Clio, the Muse of History

Original in Berlin Museum.

Venus of Ostia

Original found in excavating the City of Ostia. The first colony founded in Rome and, with the exception of Pompeii, the best example of a town of early Roman period.

Pudicita

Antinous of Claudiopolis in Bithynia, the beautiful Grecian youth, worshiped as the ideal type of youthful beauty and a favorite of Emperor Hadrian,

Apollo

Ariadne

Ajax

David

by Veroccio, in the National Museum, Florence.

Caesar

Original in Chiaramonti, Rome.

Augustus

Original in the Vatican, Rome.



